



Pre Amet 29/c
L. Ellis
PATENT
12-18-03

RESPONSE UNDER 37 C.F.R. 1.116 - EXPEDITED
PROCEDURE - EXAMINING GROUP 3600

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.: 09/385,414
Applicant(s): Poage et al.
Filed: August 30, 1999
Art Unit: 3623
Examiner: C. Colon
Title: APPARATUS AND METHOD
FOR CREATING A MARKETING INITIATIVE

Confirmation No.: 9114

Docket No.: 023895/257070
Customer No.: 00826

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GROUP 3600

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**AMENDMENT AFTER FINAL ACTION
PURSUANT TO 37 C.F.R. § 1.116**

Sir:

In response to the Final Office Action dated January 23, 2003, please amend the above-identified application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims beginning on page 3 of this paper.

Remarks begin on page 15 of this paper.